



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Henkin et al.

Attorney Docket No.: KABAP003

Application No.: 09/943,571

Examiner: Not Assigned

Filed: August 29, 2001

Group: 2161

Title: DYNAMIC DOCUMENT CONTEXT
MARK-UP TECHNIQUE IMPLEMENTED
OVER A COMPUTER NETWORK

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail to: Commissioner for Patents, Washington, DC 20231 on November 13, 2001.

Signed:

Joyce L. Ferreira
Joyce L. Ferreira

COPY OF PAPERS
ORIGINALLY FILED

Separate Letter to the Official Draftsman
Submission of Formal Drawings

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Please find enclosed formal drawings for the above-identified patent application. If the Draftsman has any question concerning the corrected drawings, he or she is respectfully requested to contact the undersigned.

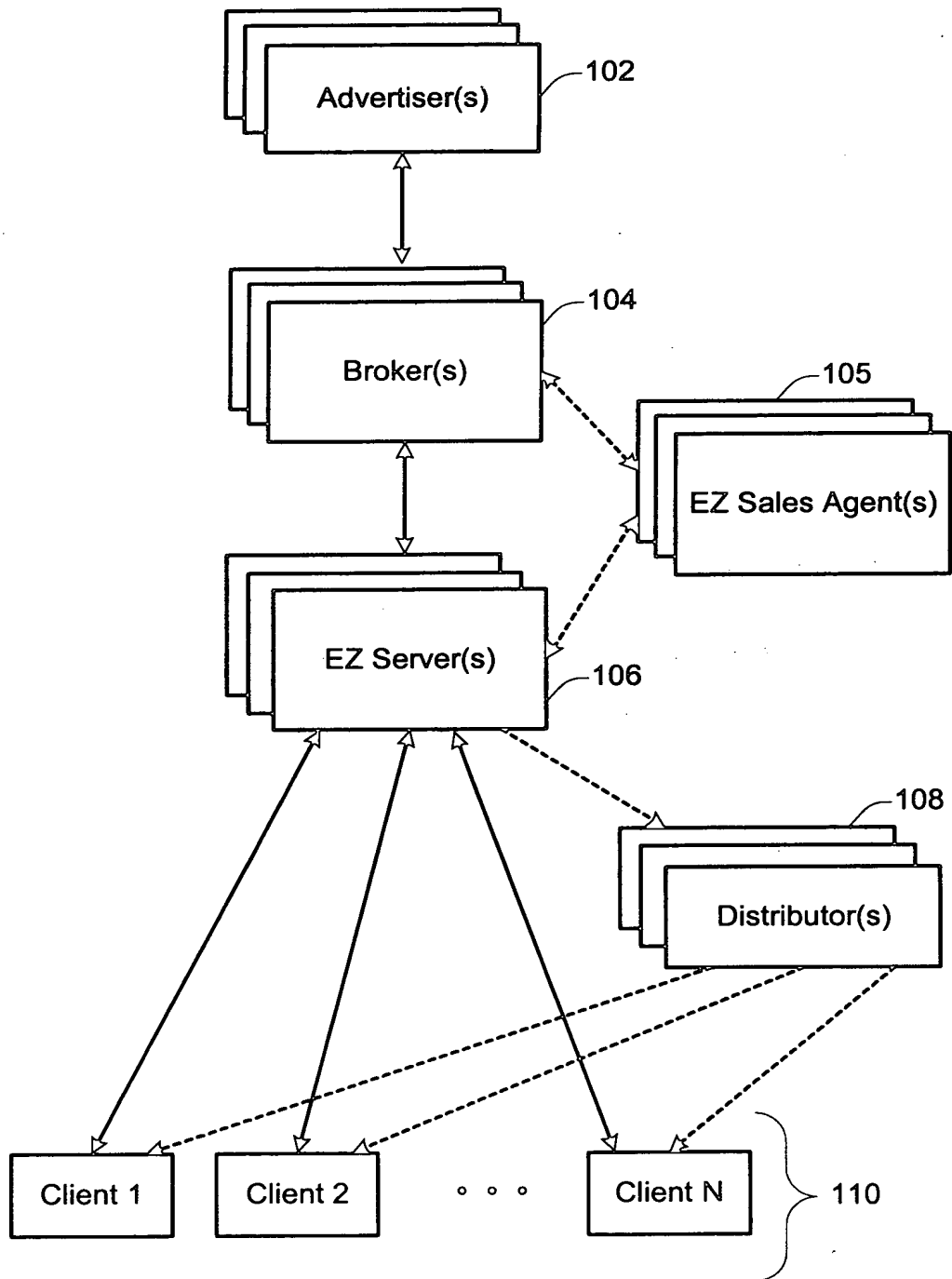
Respectfully submitted,
BEYER WEAVER & THOMAS, LLP

Michael L. Louie

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Registration No. 36,988

P.O. Box 778
Berkeley, CA 94704-0778
(510) 843-6200

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100

Fig. 1

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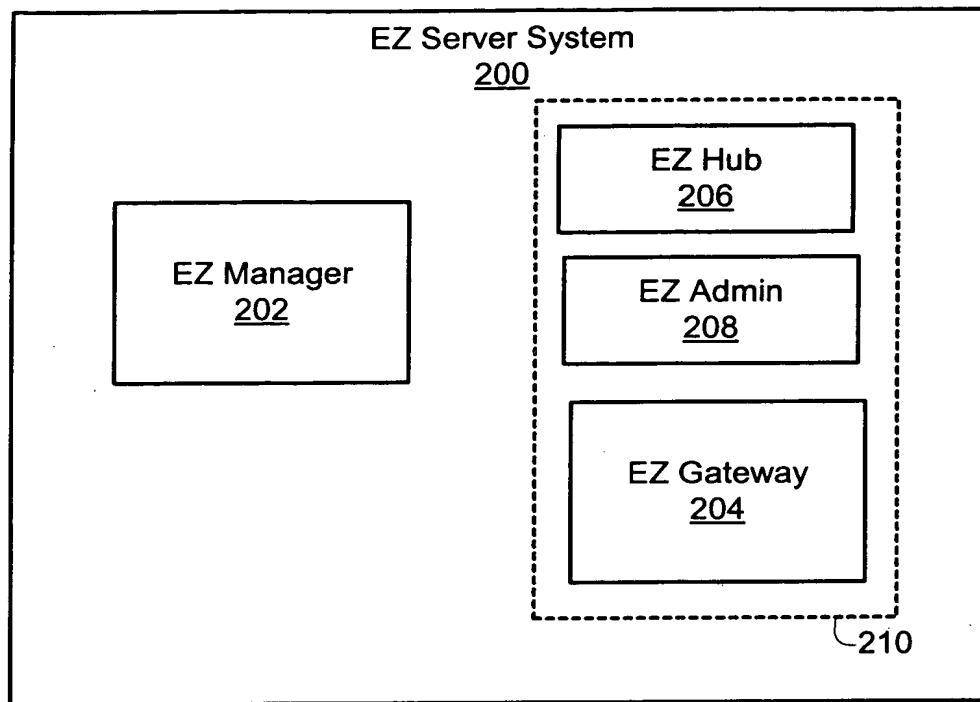


Fig. 2

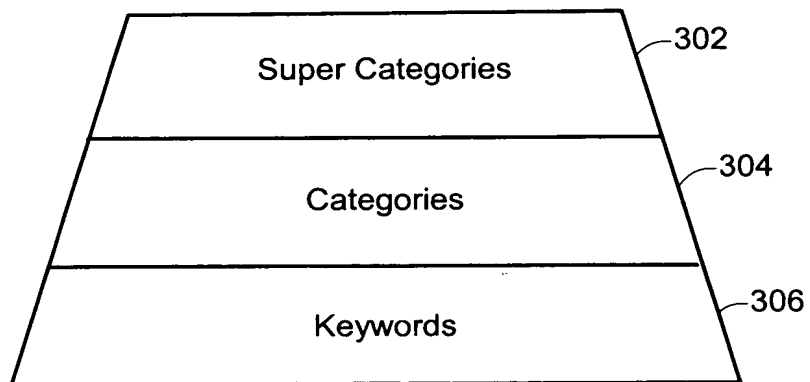


Fig. 3

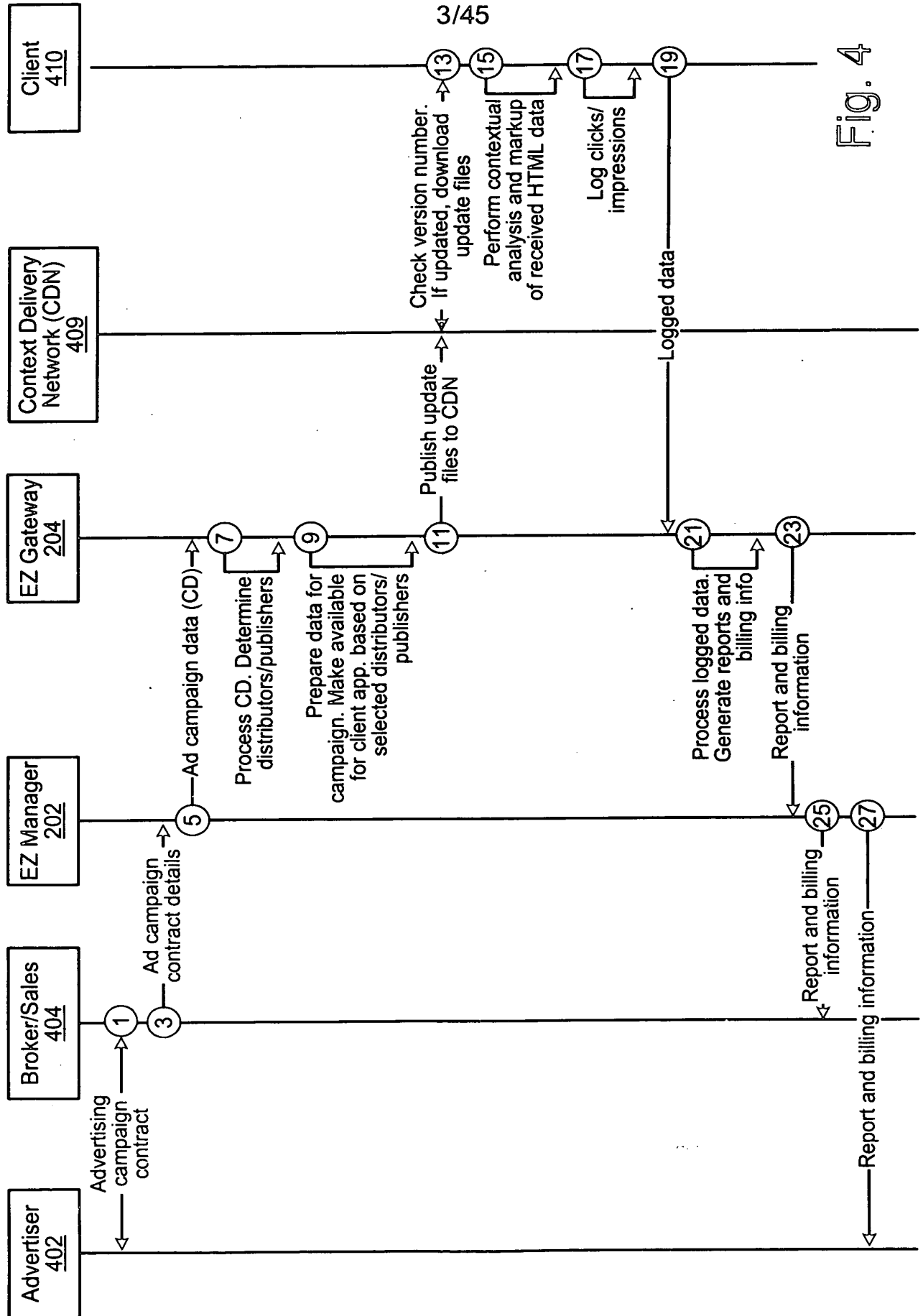


Fig. 4

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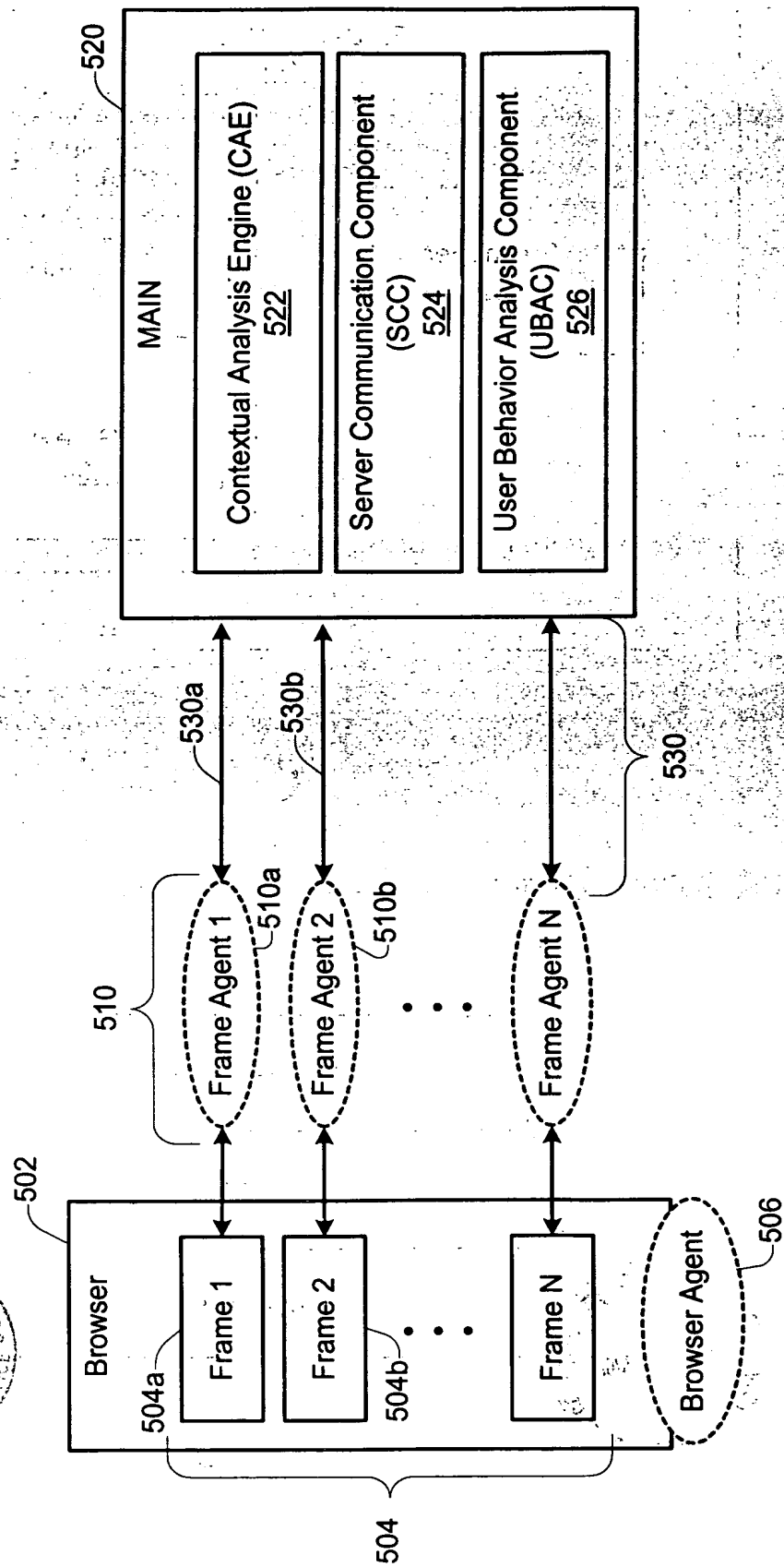


Fig. 5A

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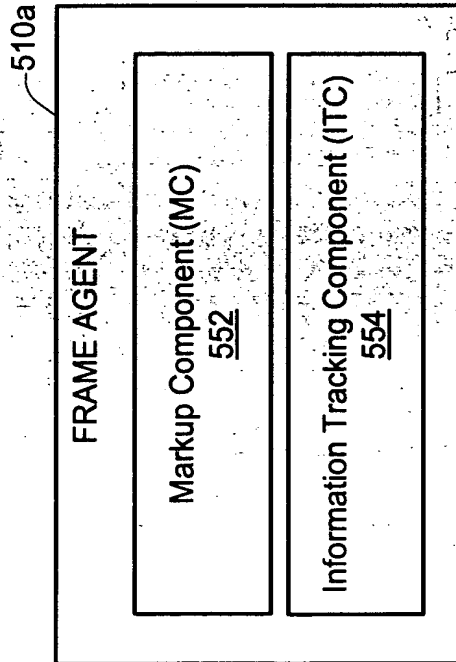


Fig. 5B



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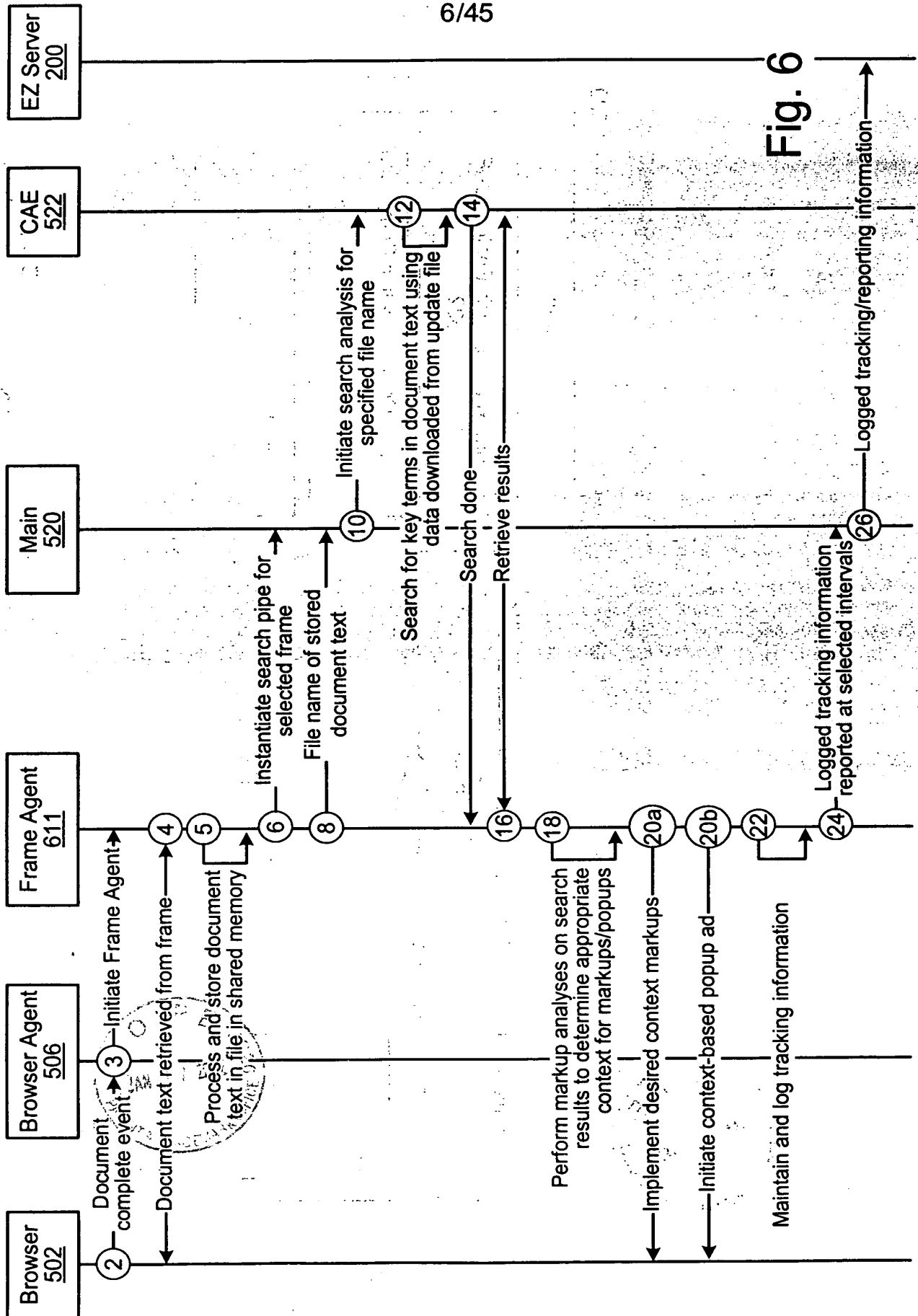


Fig. 6

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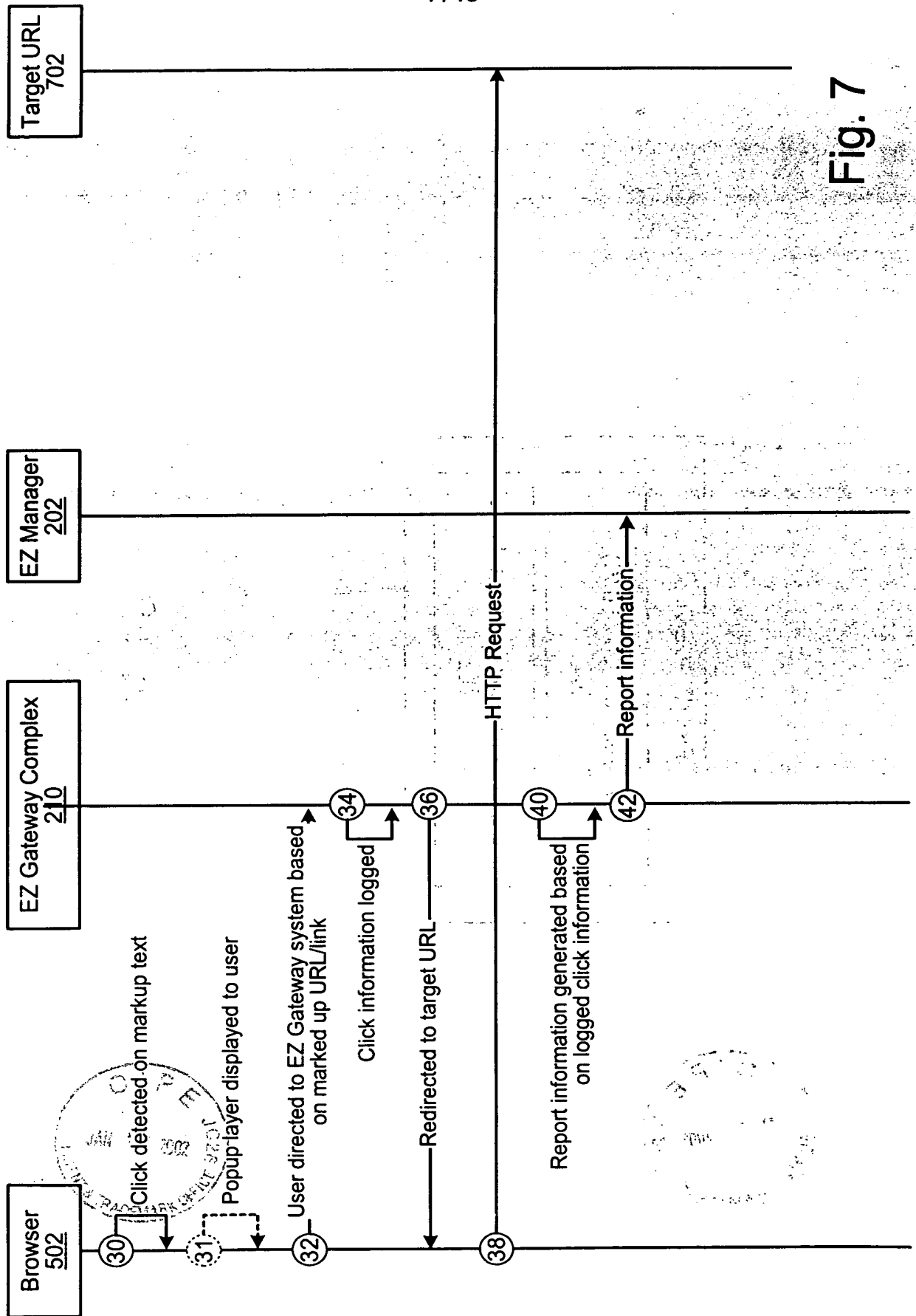


Fig. 7

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Fig. 8

802	804	806	808	812	814	816
Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator

800

Fig. 9A

902	904	906	908	912	914	916	918
Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID

900

Fig. 10

1002	1004	1006
Site ID	Site Name	Group ID

1000

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Fig. 9B

908

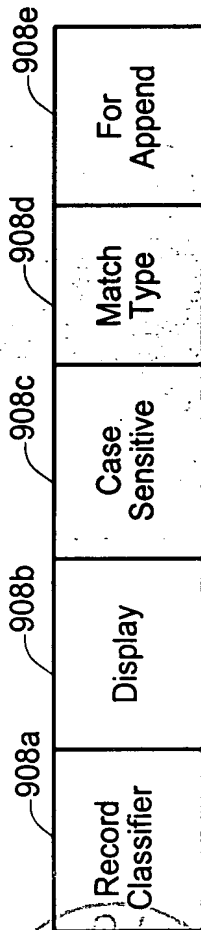


Fig. 9C

950



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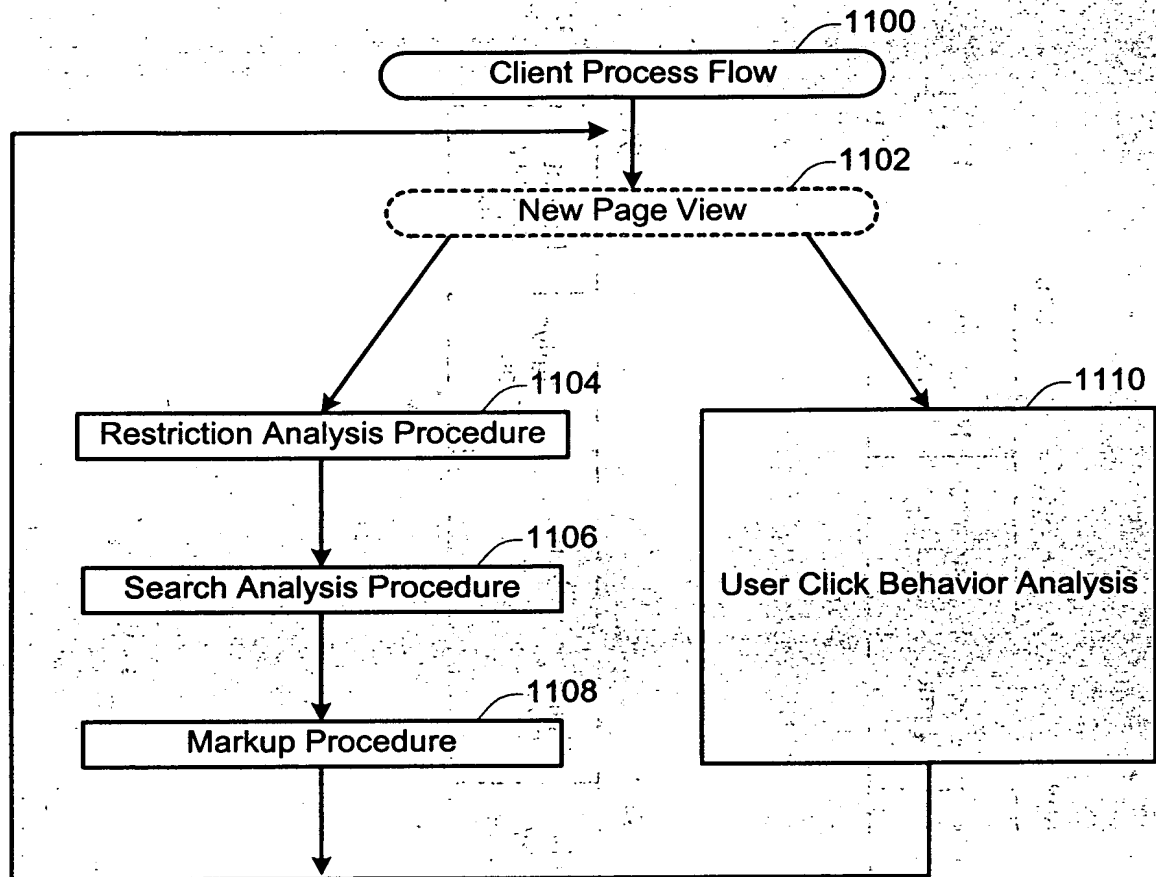


Fig. 11



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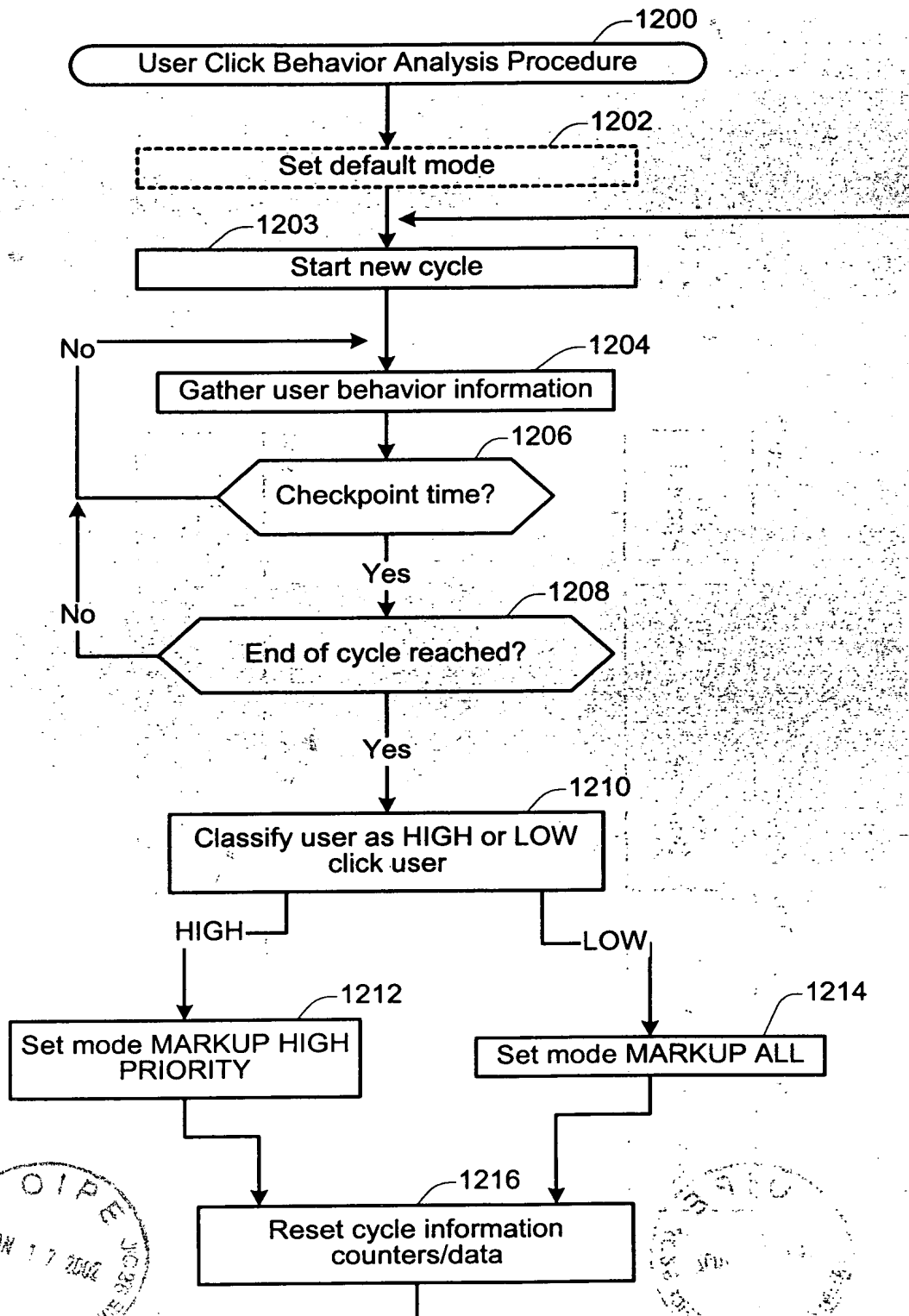


Fig. 12

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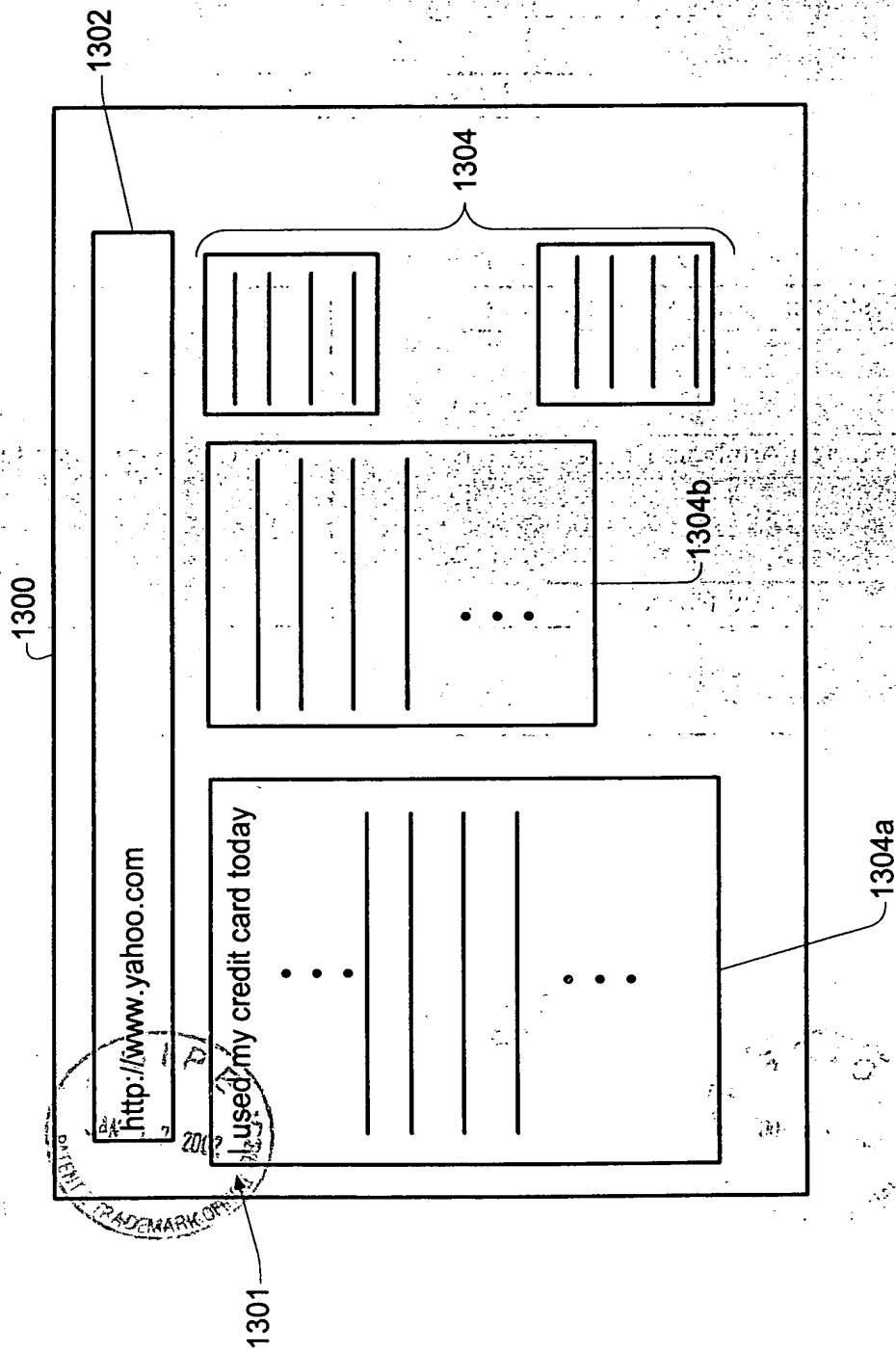


Fig. 13

13/45

credit	4000	4002	4005
--------	------	------	------

1402

1404

1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000
4002	Exact	"credit check"	100		9000
4005	Fuzzy	"credit card APR"	60	"used"	9000

1442

1444

1446

1440 Fig. 14B

5001	www.yahoo.com	2
5002	www.cnn.com	0

1462

1464

Fig. 14C

1460



9000	5002	-
------	------	---

1480

Fig. 14D

14/45

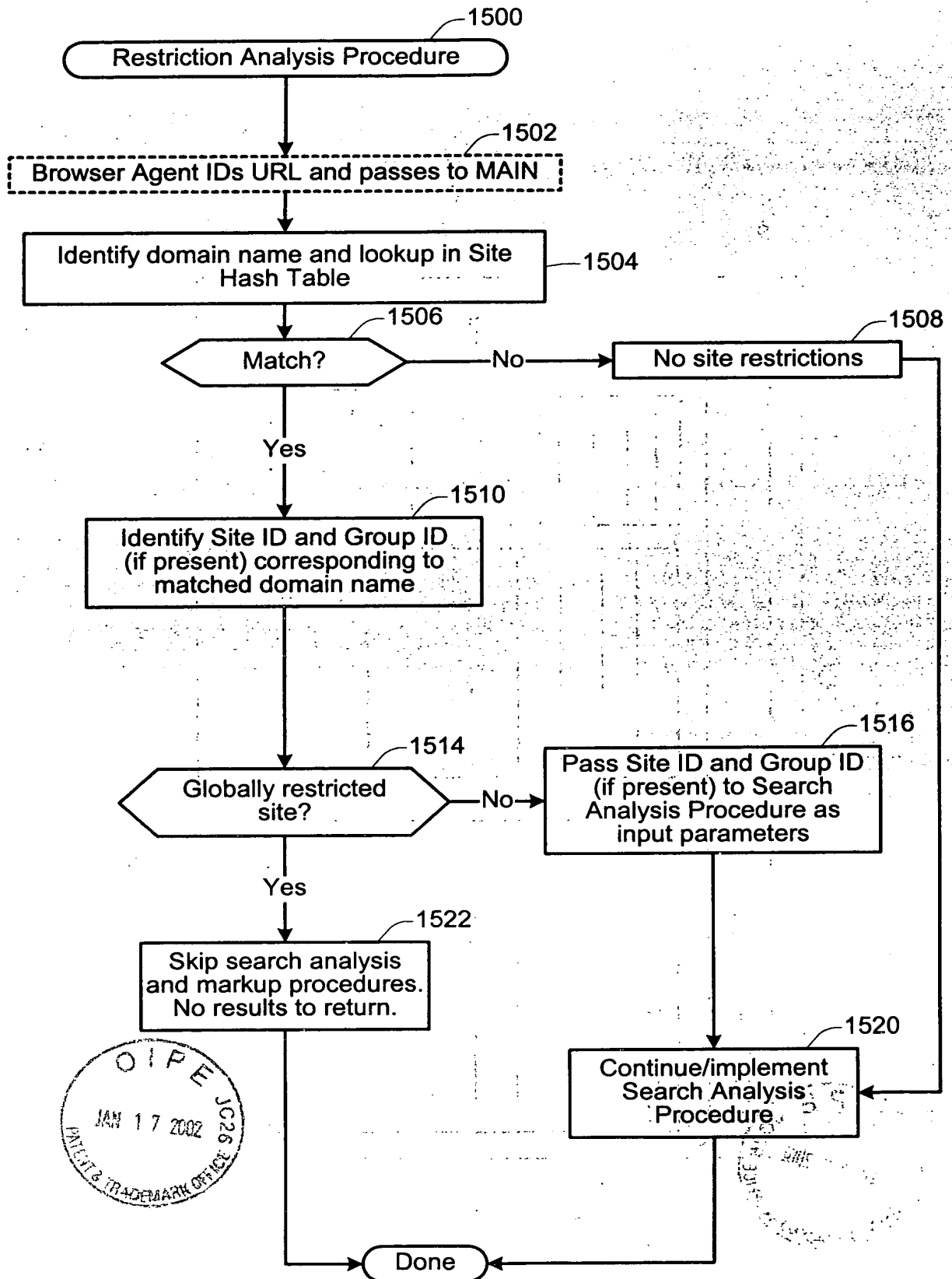


Fig. 15

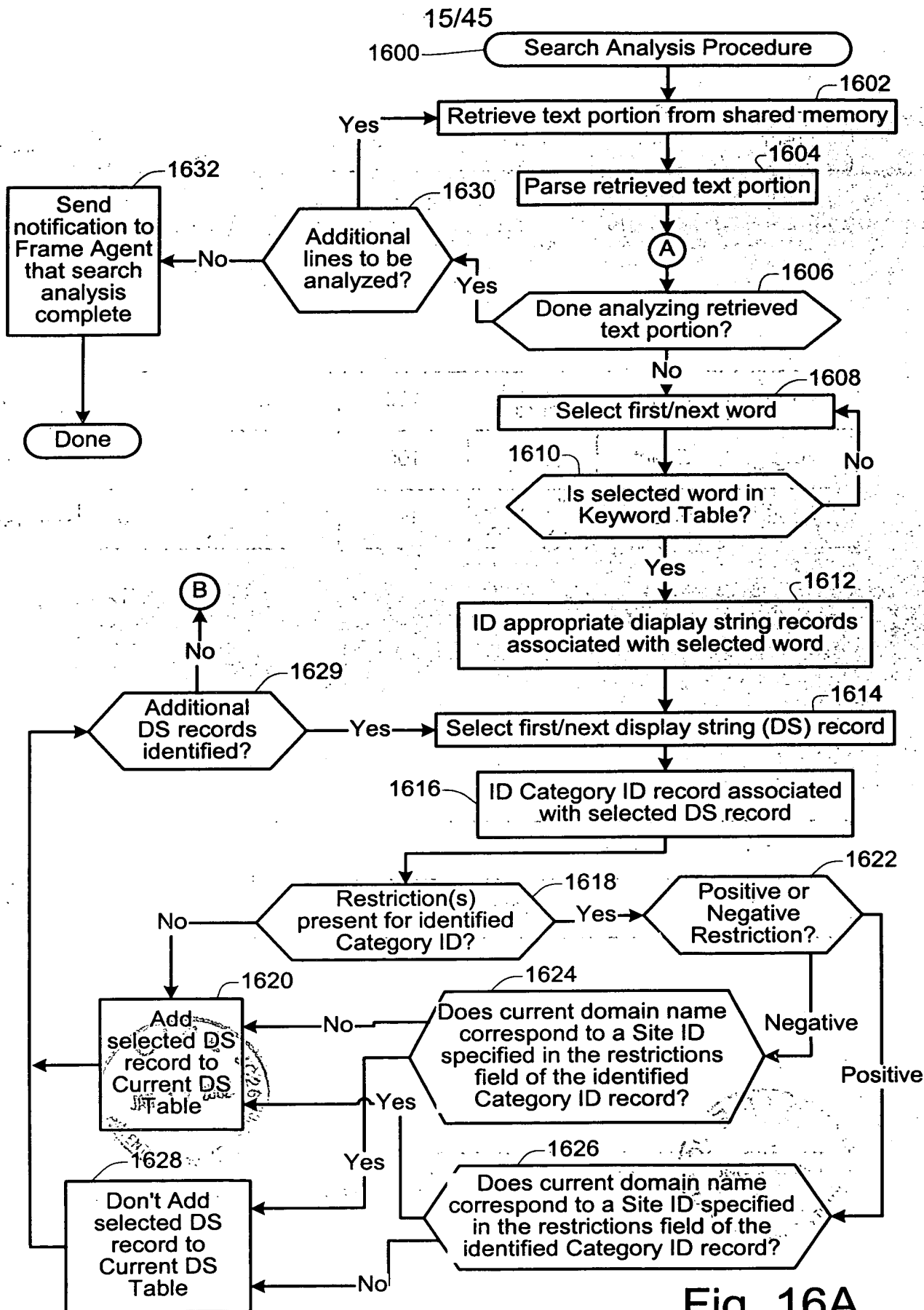


Fig. 16A

16/45

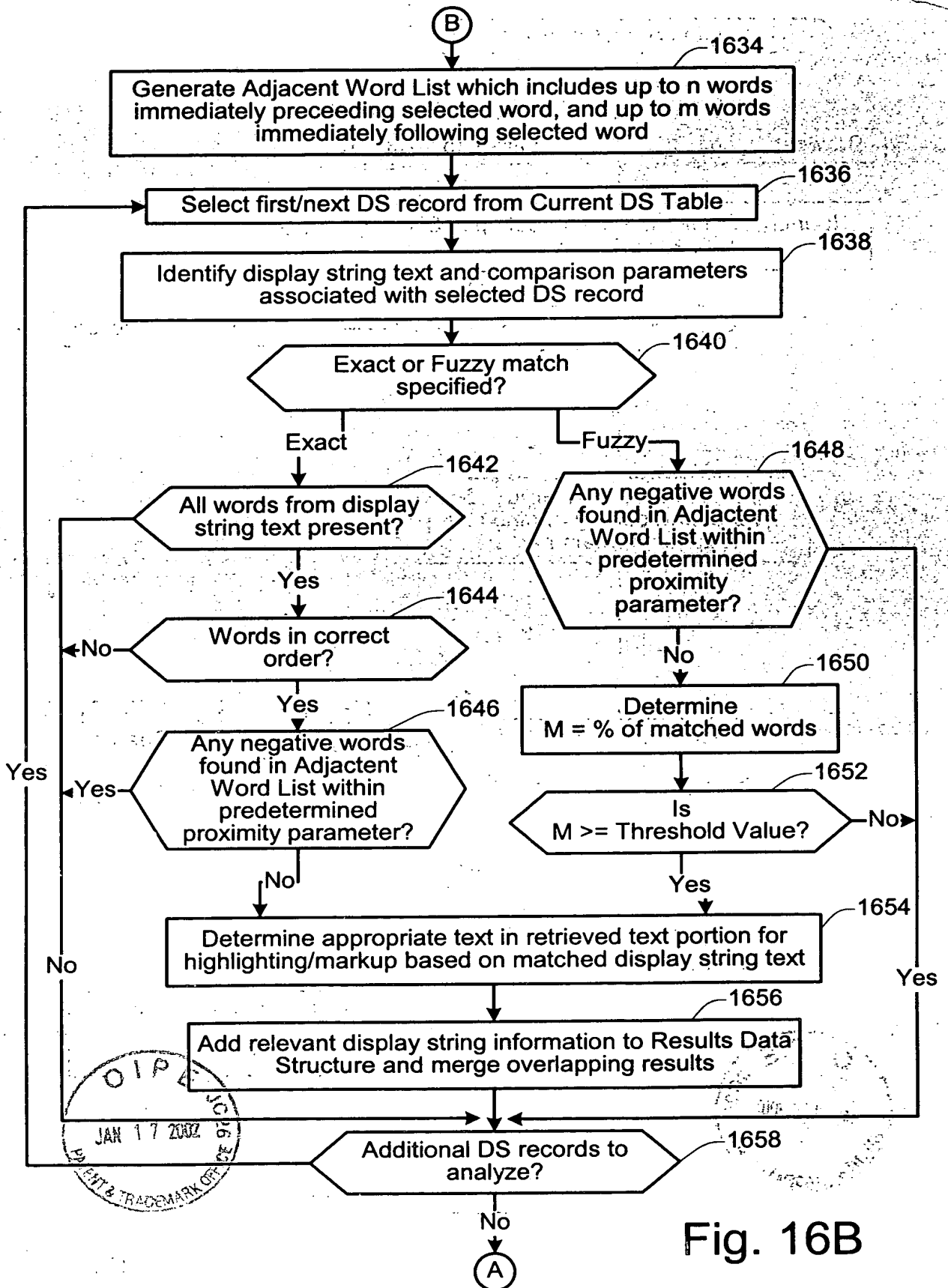


Fig. 16B

17/45

I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

1710

1712 1714

credit	card
x	x

Fig. 17B

1720

credit	check
x	

Fig. 17C

1730



credit	card	APR
x	x	

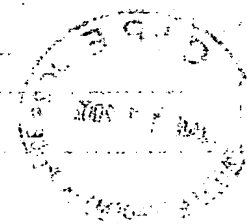
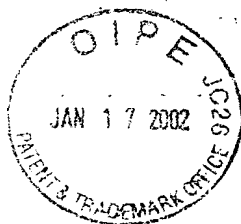
Fig. 17D

1740

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4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E



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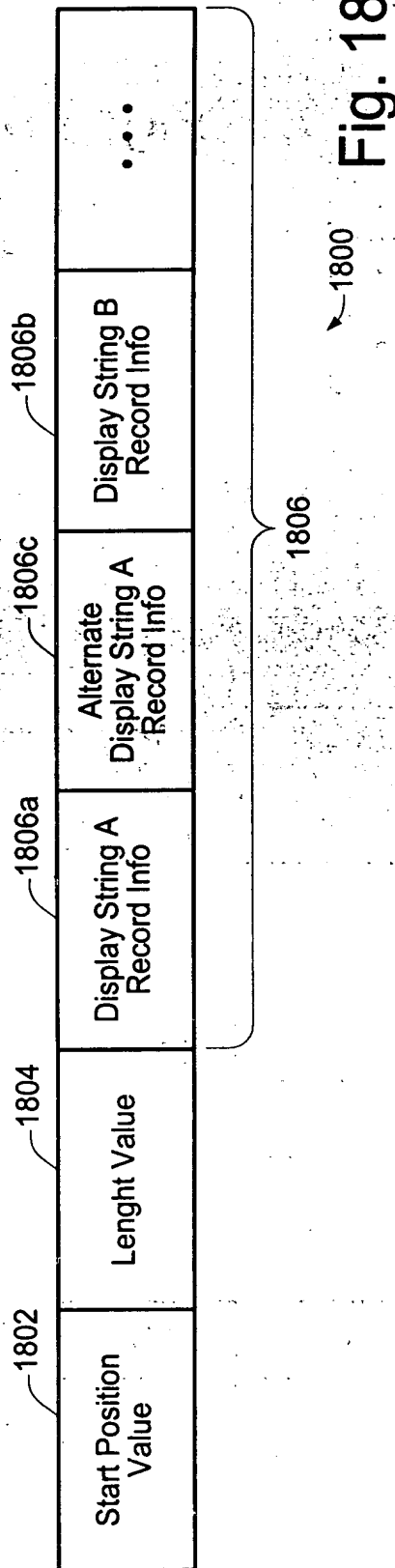
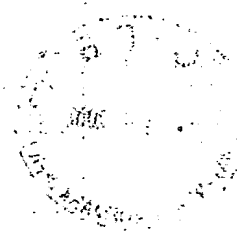
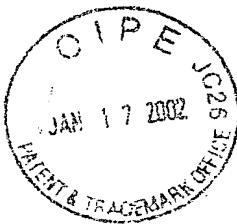


Fig. 18



20/45

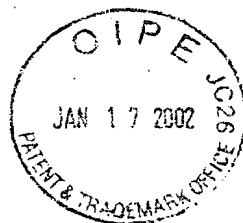
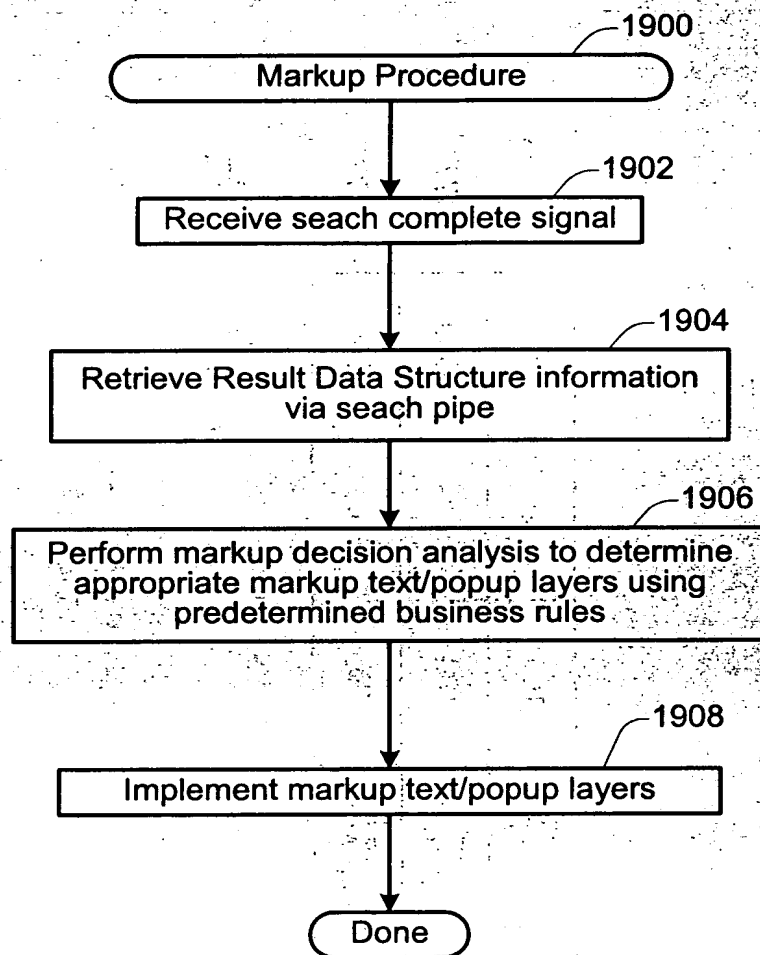


Fig. 19

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Mortgage Products to Meet Diverse Needs

Freddie Mac provides you with a variety of mortgage products to meet all your needs.

Fixed-Rate

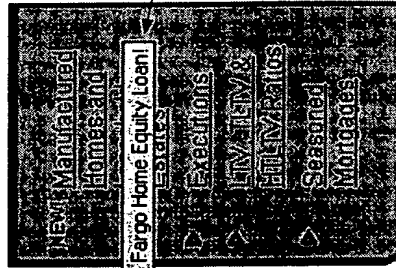
- Fixed-Rate Overview
- A-minus
- Affordable Merit Rate
- Alt 97
- Freddie Mac 100
- Streamlined Purchases

Adjustable-Rate

- Cost-of-Funds Rate-Capped ARMs
- Treasury-Indexed Rate-Capped ARMs
- LIBOR Rate-Capped ARMs
- A-minus

2002

2004



2006

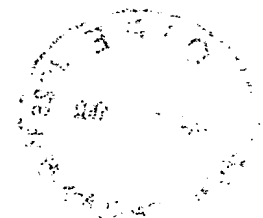
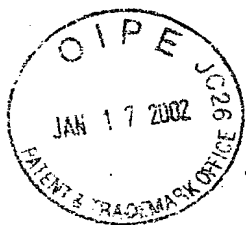
2000

Fig. 20

22/45



Fig. 21



23/45

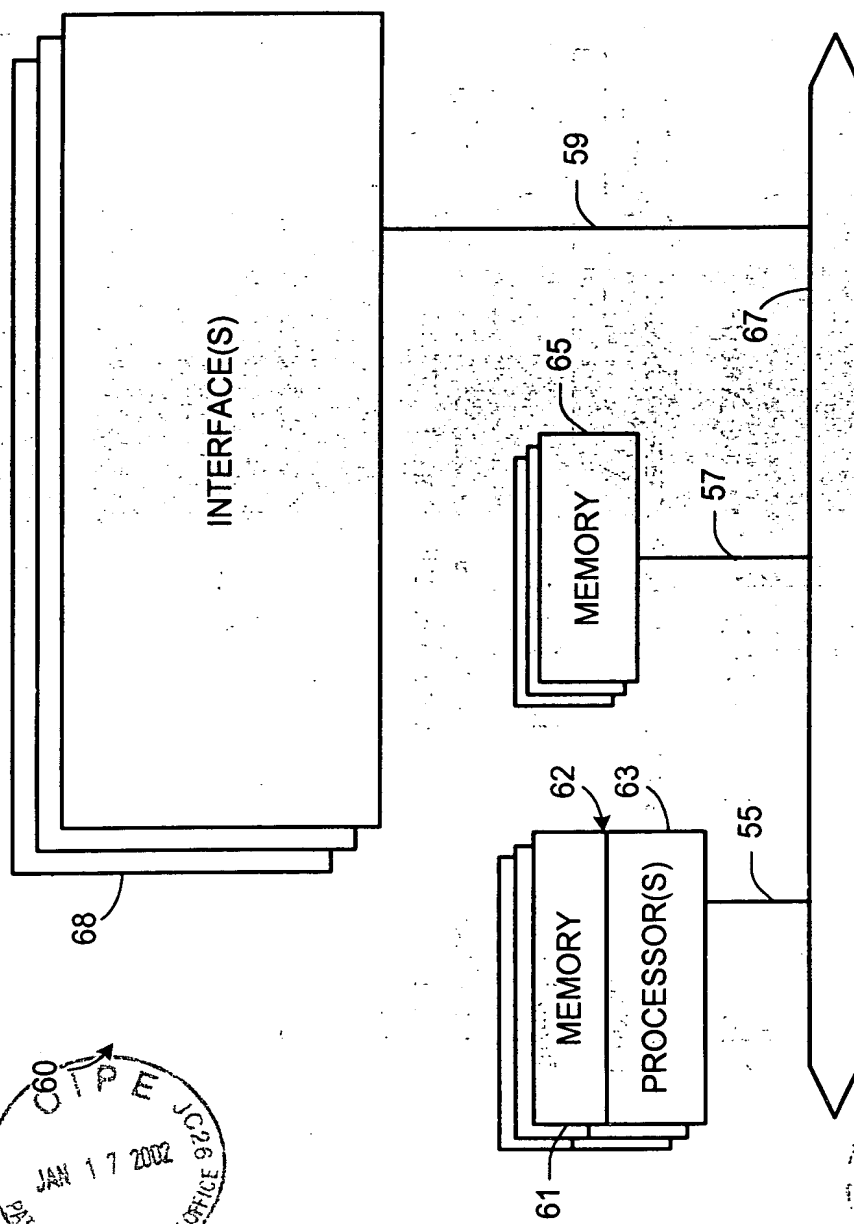
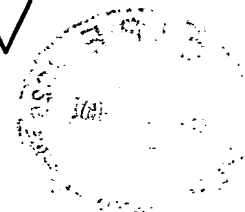


Fig. 22



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Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Ent & life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.989	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	0.942	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631
Sports												
Sports: Sportsgear	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

Fig. 23

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3000

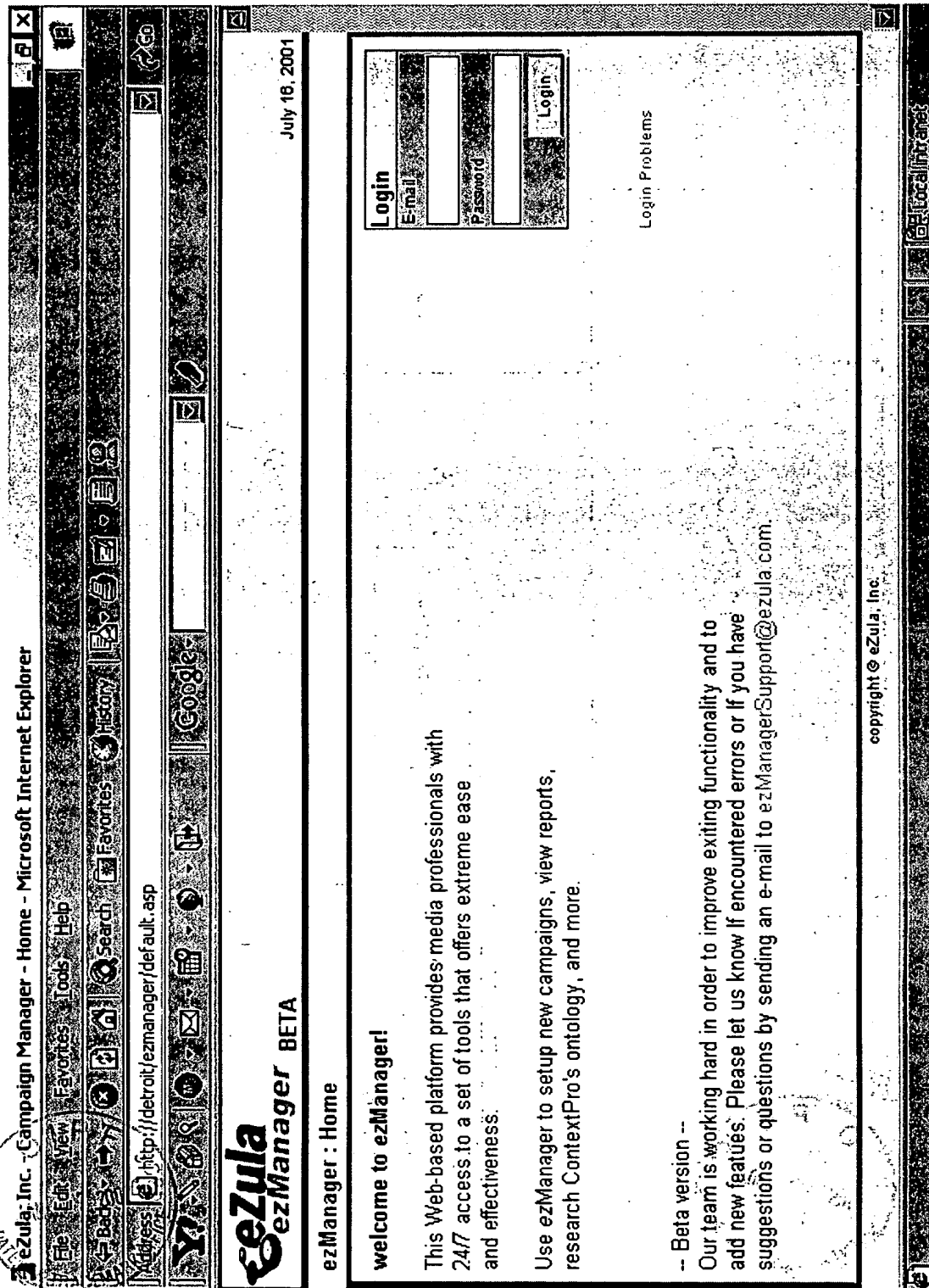


Fig. 24A

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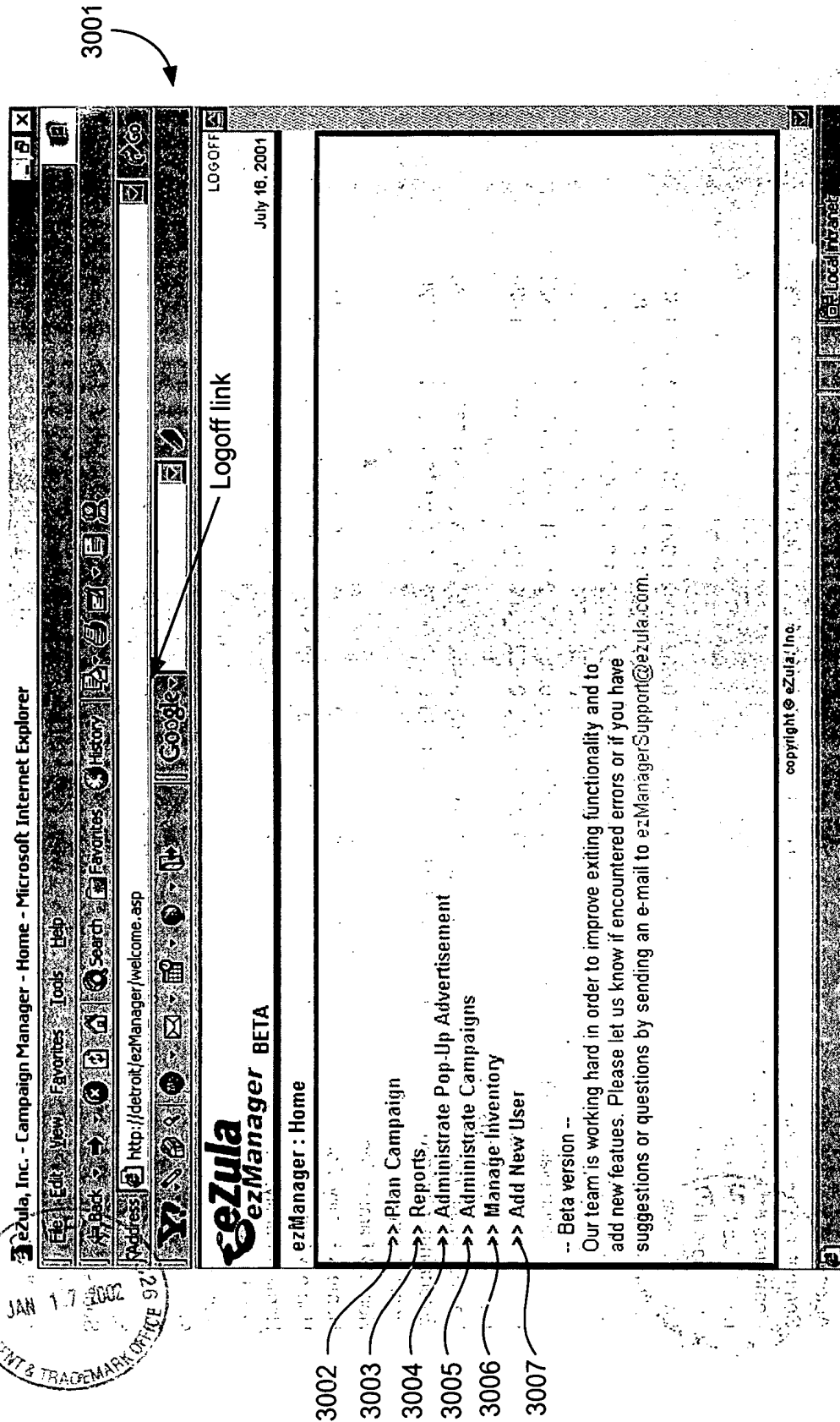
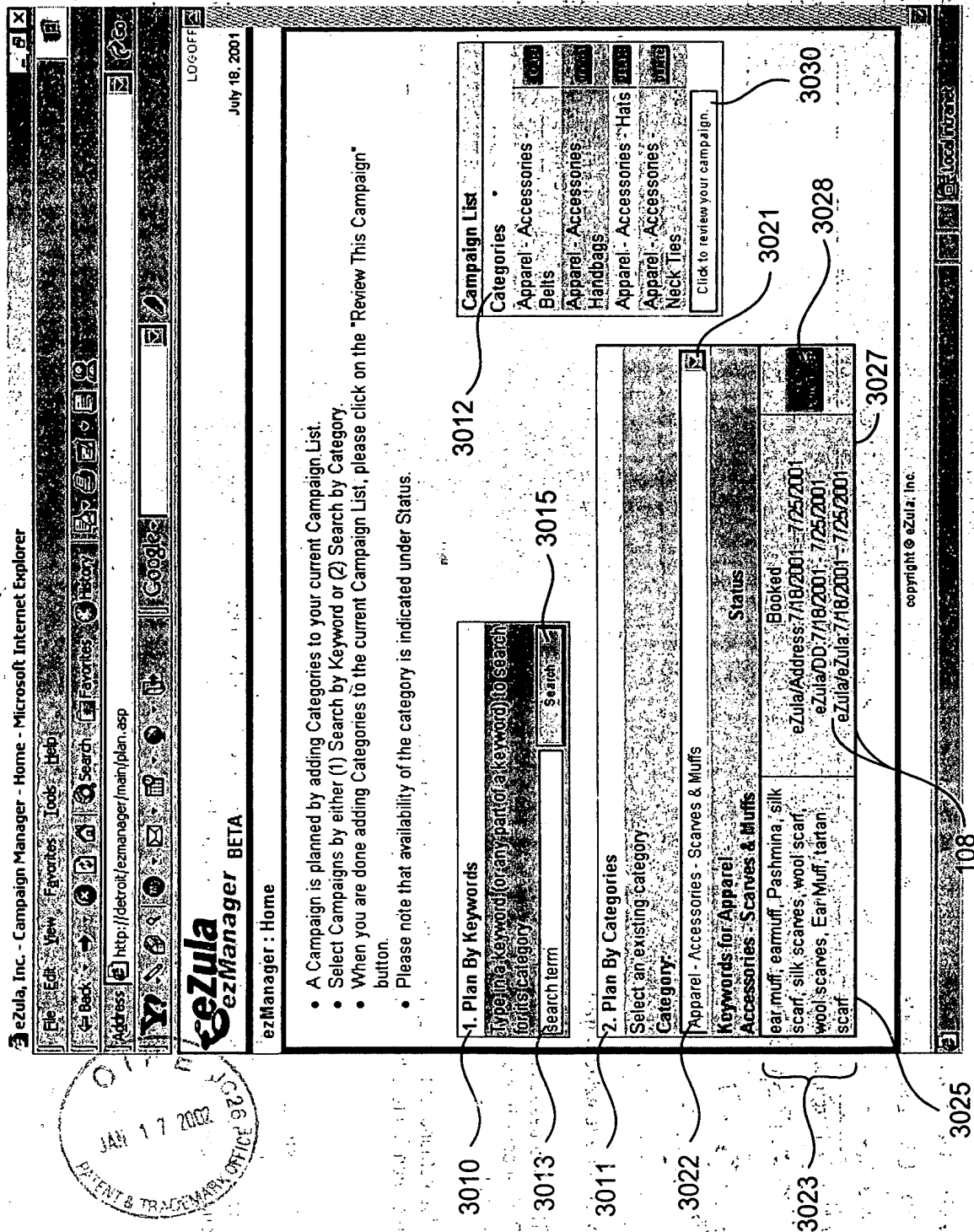


Fig. 24B

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3016

3013

3017

3018

3020

3019

ezZula
ezManager BETA

LOG OFF July 2, 2001

ezManager : Search Results

Search results for 'clothing'

Categories: Apparel - Hawaiian

Click to review your campaign.

Search Days: 7 Total: 364

Select Categories for your campaign or wish list.

Categories	Status	Select
Babylon: 14, Imesh: 0, LingoWare: 59, Sum: 73		<input type="checkbox"/>
Apparel	Booked 6/27/2001 - 7/14/2001	<input type="checkbox"/>
Active Wear, Activewear, Boys Apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, clothing, clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Women's Apparel		<input type="checkbox"/>
Babylon: 4, Imesh: 42, LingoWare: 6, Sum: 52		<input type="checkbox"/>
Apparel - Hawaiian	In Current List	<input type="checkbox"/>
Aloha Shirt, Hawaiian Clothes, Hawaiian clothing, Hawaiian Shirt, Straw Hat		<input type="checkbox"/>
Babylon: 39, Imesh: 11, LingoWare: 27, Sum: 77		<input type="checkbox"/>
Apparel - Work Clothes and Uniforms	Booked 6/27/2001 - 7/14/2001	<input type="checkbox"/>
Uniforms, Work Clothes, Work clothing		<input type="checkbox"/>

Back to Category List

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Fig. 24D

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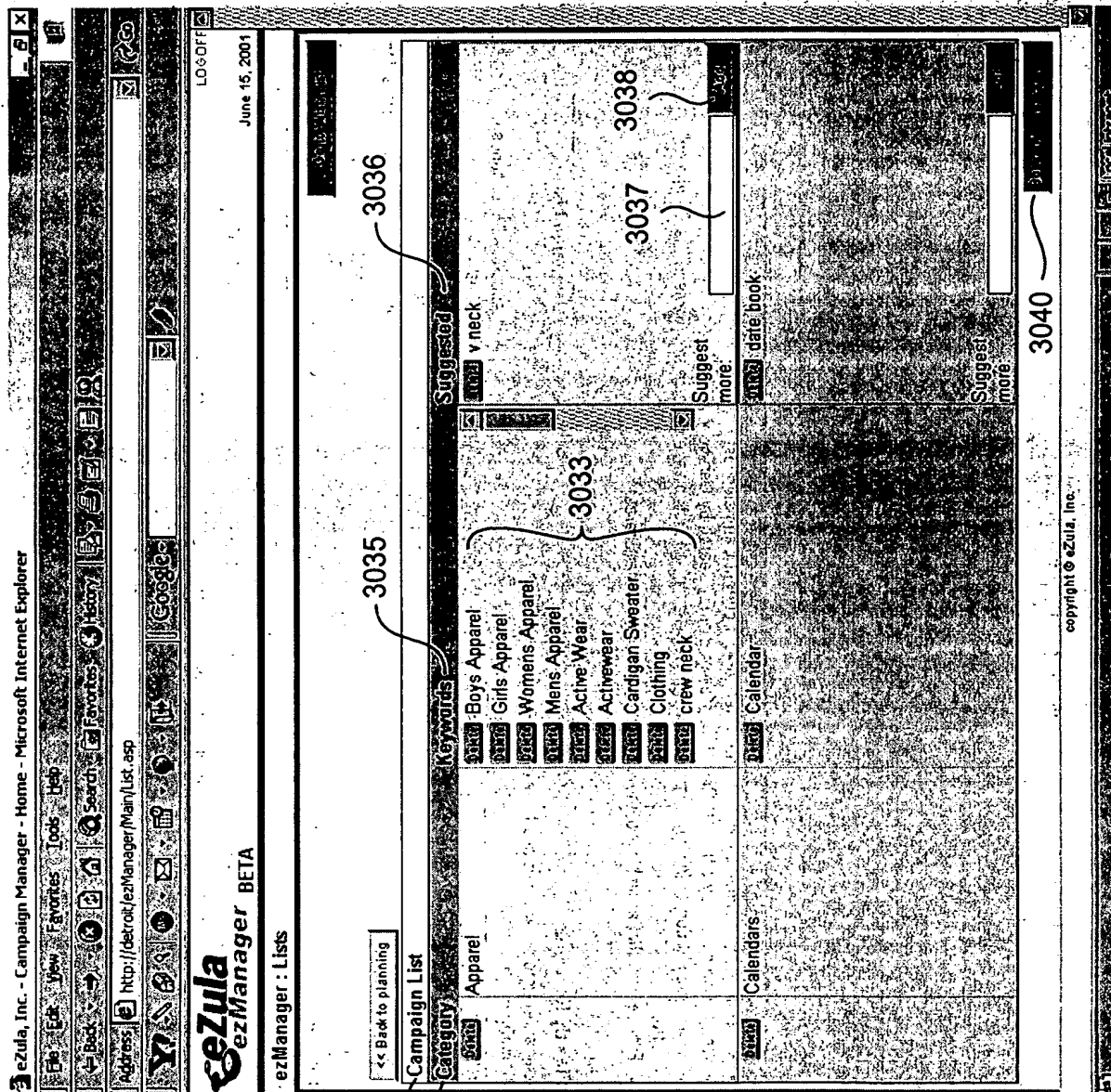


Fig. 24E

30/45

ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detroit/ezManager/Main/Book.asp

Y! Search Google

LOGOFF July 2, 2001

ezZula ezManager BETA

ezManager : Book a Campaign

Campaign Properties

- Please enter the Title and URL destination for each category, then press 'update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

Book a Campaign	Categories	Keywords	Destination Title	Destination URL
Apparel	Ear Muffs		http://	
Accessories	Pashmina, silk scarf, silk scarves		http://	
Apparel	Aloha Shirt		http://	
Hawaiian	Hawaiian Shirt		http://	
	Hawaiian Clothing		http://	
	Hawaiian Clothes		http://	
Apparel	Work Clothing		http://	
Work	Uniforms, Work		http://	
Clothes and	Clothes		http://	
Uniforms			http://	
Art	Art Collecting		http://	
Galleries	antique collecting		http://	
	art galleries art		http://	
	gallery fine art		http://	
	Impressionist Art		http://	
	Lithographs art		http://	

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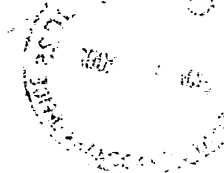


Fig. 24F

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3055

ezula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address: http://detroit/ezManager/Main/Book.asp#1071

Google

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

Book a Campaign

Categories	Keywords	Destination Title	Destination URL	
Apparel - Necktie, Neck Tie, Accessories: bow tie, bowtie, Neck Ties power tie, tie pin, tiepin	Neck Ties (maximum: 255 characters)	3046	http://www.neckties.com/ (maximum: 255 characters)	3047

Campaign Properties

Campaign Name: Your Campaign Name

Begin (at least 24 Hours from now): July 20 2001

End Date: July 27 2001

Number of Clicks: 10000

CPC: \$ 0.50

Name: Jonathan Knoll

Partner: ☒ ezula

Agency: The Agency

Advertiser: The Advertiser

Publisher: ☒ ezula ☐ Address ☐ DD ☒ Web3K ☒ KaZaA ☐ eAccel **3060**

Campaign Notes: Restricted Publishers
Restricted Sites (including advertiser's)

Activate Campaign:

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3056

3057

3062

Fig. 24G

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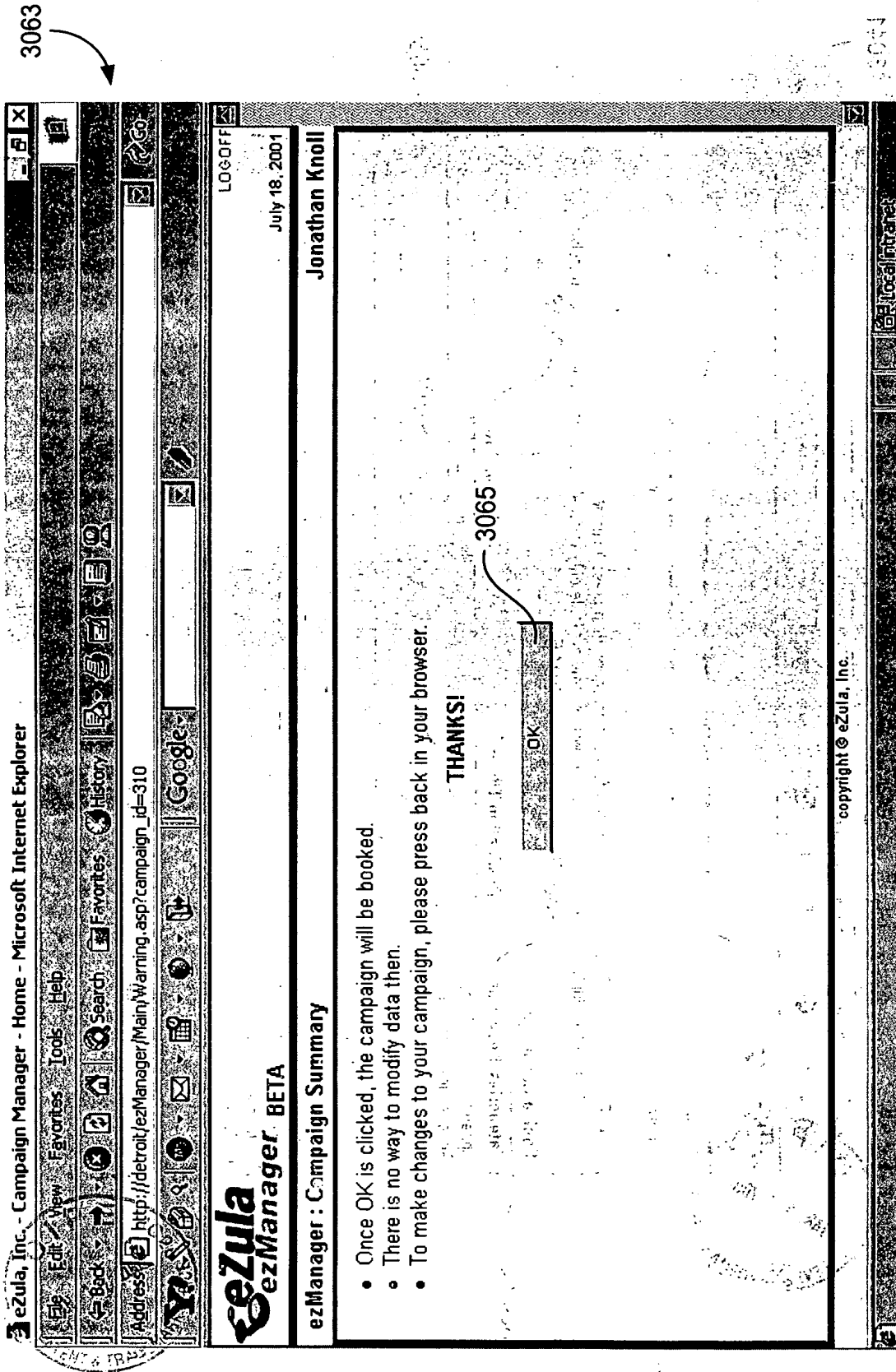


Fig. 24H

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3066

ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://detroit.ezmanager/main/summary.asp?campaign_id=310&book=6&kw=1063&keywords=View+Keywords

ezZula
ezManager BETA

Logout
July 18, 2001
Jonathan Knoll

ezManager : Campaign Summary

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager:	Jonathan Knoll
Partners:	eZula
Publishers:	DD, Web3K, KaZaA, eAccel
Agency:	The Agency
Advertiser:	The Advertiser
Begin Date:	7/19/2001
End Date:	7/26/2001
Duration:	7 days
CPC:	0.6
Number of Clicks:	10000
Notes:	- Restricted Publishers - Restricted Sites (including advertisers)

Keyword List

Calendar
april*
august*
december*
february*
january*
july*
june*
march*
may*
november*
october*
september*

3068

Category Information

Category:	Calendars
Booked For:	DD, eAccel, KaZaA, Web3K
Category:	Computing - Downloads - IM
Booked For:	Address, DD, eAccel, eZula, KaZaA, Web3K

Book Campaign

Your campaign has been booked!

Book Another Campaign

copyright © eZula, Inc.

3067

Fig. 241

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ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://detroit/ezManager/main/Book2.asp?campaign_id=54

Google

LO3OFF

July 2, 2001

ezZula
ezManager BETA

ezManager : Book a Campaign

The Requested Time of this Campaign conflicts with another campaign for the following Categories. 3071

Conflicting Categories: 7/3/2001 - 7/10/2001

Category	Partner/Publisher	Booked Date	
Apparel - Accessories Sunglasses - 1047	Cydoor/Babylon	6/27/2001 - 7/4/2001	Delete From List <input checked="" type="checkbox"/>
Apparel - Accessories Sunglasses - 1047	Cydoor/imesh	6/27/2001 - 7/4/2001	Delete From List <input checked="" type="checkbox"/>
Apparel - Accessories Sunglasses - 1047	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Delete From List <input checked="" type="checkbox"/>
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001 - 7/4/2001	Add to Wish List <input checked="" type="checkbox"/>
Apparel - Work Clothes and Uniforms - 1053	Cydoor/imesh	6/27/2001 - 7/4/2001	Add to Wish List <input checked="" type="checkbox"/>
Apparel - Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Add to Wish List <input checked="" type="checkbox"/>

Please select between the following options:

1. Delete category from this campaign for conflicting publishers.
2. Delete category from this campaign for conflicting publishers; and add to Wish List.
3. Go back and modify Campaign Properties (some information will be lost).

3070

3072

Continue

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Fig. 24J

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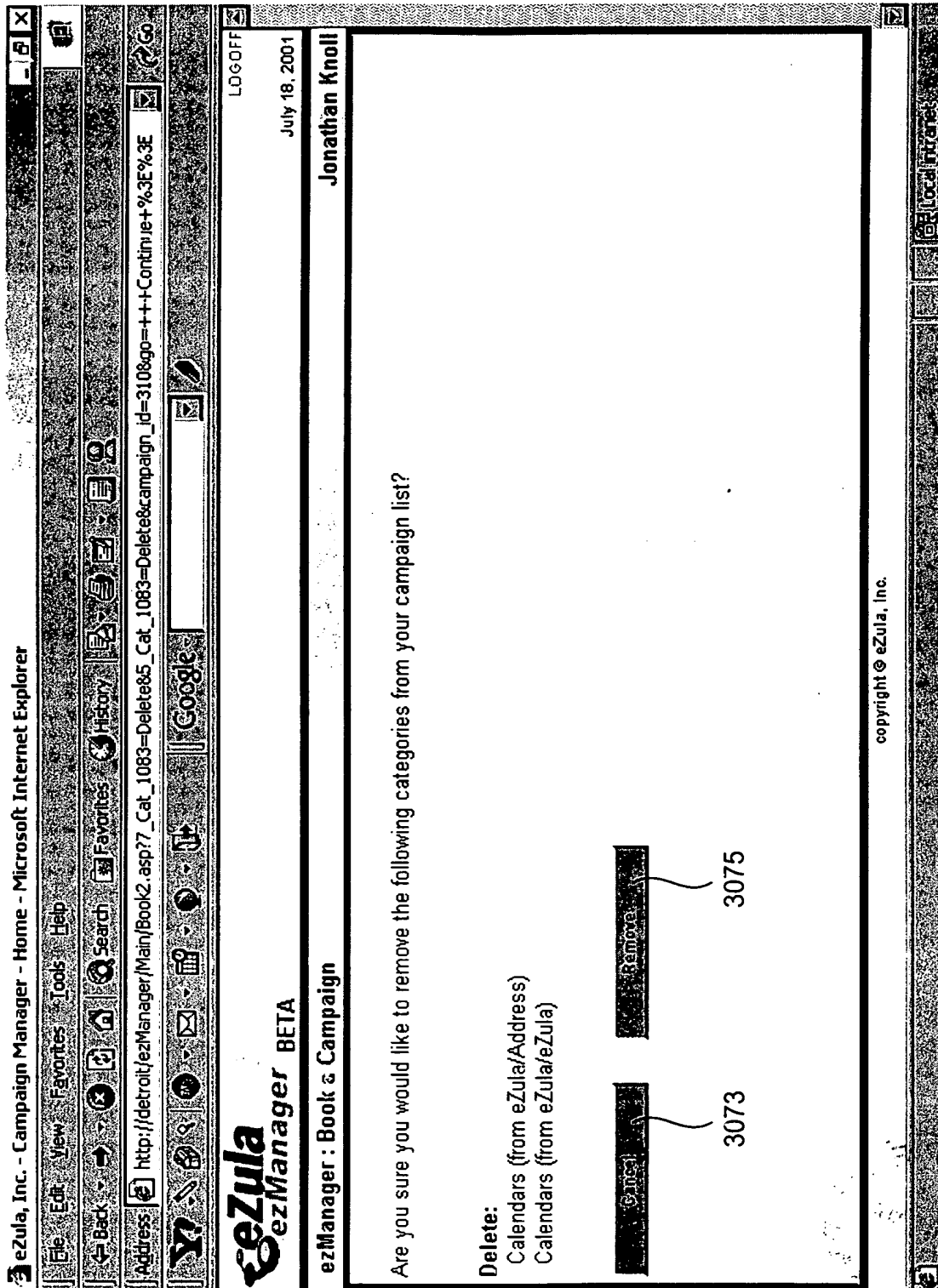


Fig. 24K

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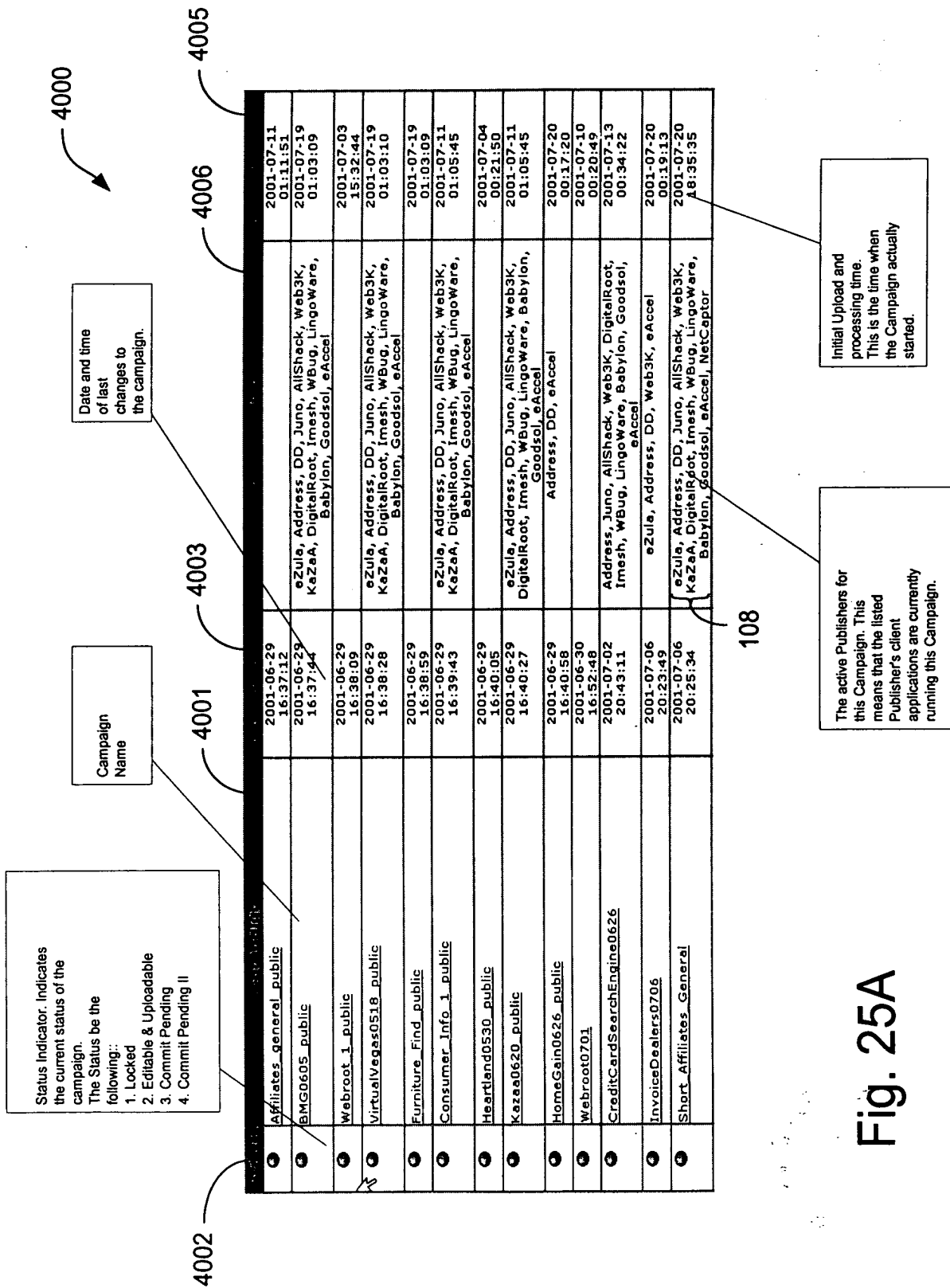


Fig. 25A

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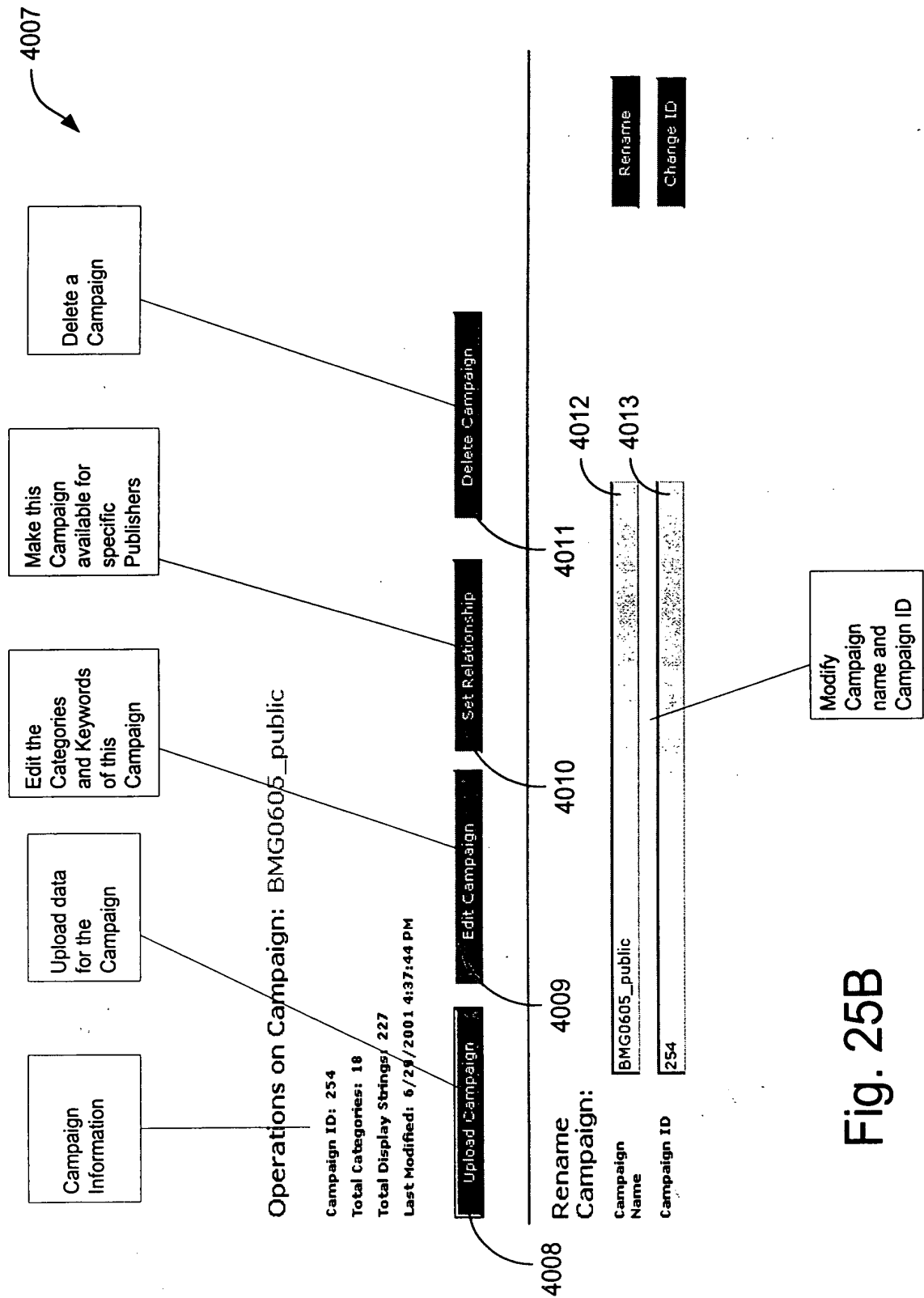
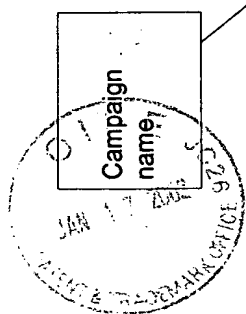


Fig. 25B

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Campaign name

Scroll through the Categories

Click for Category Properties

Click to manage keywords

View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter

Edit campaign: BMG0605_public

Edit Category	Edit keywords of the category
Music - Styles Classical	Keywords
Music - Styles Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music - Artists - Beatles	Keywords
Music - Artists - Enya	Keywords
Music - Styles Jazz	Keywords
Music - Artists - Madonna	Keywords
Music - Club	Keywords
Music - Styles Country	Keywords
Music - Styles Rock	Keywords
Music - Styles Rap Hip Hop	Keywords
Music - Styles Pop	Keywords
Music - Styles Soul	Keywords
Music - Styles Alternative	Keywords

Move First
Previous
Next
Move Last
Records 1 to 15 of 18

Fig. 25C

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Edit Category Properties

Category Music - Styles Classical

Current Site www.bmgmusicservice.com

EDIT

Limit per page 3

Priority 100

Site:

To change: select a new site from the list

OR

Add a new site (<http://www.site.com>)

Site logic

Unchecked: This category will NOT show in this site

Checked: This category will ONLY show in this site

Save Changes

4018

4020

4021

4022

4023

4025

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

Site Logic - show or do not show this category on the specified site(s)

Select Site from list or add new Site

4025

Fig. 25D

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Shows the keywords for the specified category

4030

4032

4033

Edit Display Strings for Category : Music - Styles Classical 4031

Display Strings	Delete
Bethoven	<input type="checkbox"/>
Classical Music	<input type="checkbox"/>
Classical Music	<input type="checkbox"/>
Dvorak	<input type="checkbox"/>
Haydn	<input type="checkbox"/>
Lloyd Webber	<input type="checkbox"/>
Mendelssohn	<input type="checkbox"/>
Messiaen	<input type="checkbox"/>
Mozart	<input type="checkbox"/>
Opera Music	<input type="checkbox"/>
Pachelbel	<input type="checkbox"/>
Rachmaninov	<input type="checkbox"/>
Rossini	<input type="checkbox"/>
Schubert	<input type="checkbox"/>
Schumann	<input type="checkbox"/>

Move First Previous Next Move Last Display strings 1 to 15 of 18

Select keywords for deletion

Click on keyword for keywords properties

Scroll through the list of keywords for this category

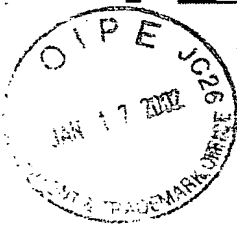


Fig. 25E

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Add new Display Strings for Category : Music - Styles Classical

Add new keywords for the specified category

Keyword (Display String)

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Add New

Display String

Title

URL

Select an existing title from this list.

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title.

http://

Title - the text message that appears on hover

URL destination upon click

Fig. 25F

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Edit Display String Properties

Display String: Sade

Current Title: CLICK for POP music at the BMG Music Club!

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Manage properties for this specific keyword

Current title

Change Title

Change to another title of this campaign.

- Select a title -

OR

Change current title

CLICK for POP music at the BMG Music Club!

URL

<http://service.bfast.com/bfast/click?bfmid=20904140&siteid=37072660&bfpage=pop>

Negatives

\$CPC

0.2

Append

Check to append the title to the Display String like: Sade [TITLE]

Save Changes

Manage destination URL

Check for Append - this will append the title in the specified format

Add Negatives In order to fine tune the context of the word within the surrounding text

CPC - Cost per click



Fig. 25G

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Set Campaigns - Publishers Relationship

Campaign Name: BMG0605_public
Campaign ID: 254
Campaign Version: 4.0

Publisher	Set Campaign - Publisher	As of: 7/23/2001 5:13:06 PM	Version for Publisher	Major
eZula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5	<input type="checkbox"/> Yes
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10	<input type="checkbox"/> Yes
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2	<input type="checkbox"/> Yes
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0	<input type="checkbox"/> Yes
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0	<input type="checkbox"/> Yes

Should the data update for this publisher be a Major or Minor update.

The data version of this Publisher

Current status of the Campaign per this Publisher

Set this Campaign for this Publisher - Yes or No

Publishers

Campaign properties

4051

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4058

108

Fig. 25H

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Categories File
 026 JCO
 1 1 2002
 PATENT & TRADEMARK OFFICE

Data File

Campaign Name

Campaign version

Please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.

4060

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Settings:

Load Type:

☒ **Entire Set**
 The Data file includes both existing and new records. If not in this file, it will be deleted.

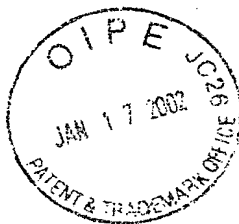
☐ **New & Updated Records**
 The Data in this file is new records only. This data will be added to your already existing records on the server.

Next >>

Select between updating the entire set of data or just adding new records

Fig. 251

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Domain name

Select for deletion

4067
 4070
 4068
 The restrict sites list is a list of sites where the eZula markups will not take place.
 Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input checked="" type="checkbox"/>
betcbs.com	<input checked="" type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdmip.com	<input type="checkbox"/>

Fig. 25J